investment by which the user should commit. For example, 25 percent fixed income and 75

percent equities. Tables 1 and 2 present an exemplary weighting and scoring system,

respectively.

| Questionnaire weighting | Risk | Experience | Time |
|---|---|---|---|
| Question 1 = 15 | 15 | | |
| Question 2 = 10 | | 10 | |
| Question 3 = 12.5 | 7.5 | 5 | |
| Question 4 = 17.5 | | | 17.5 |
| Question 5 = 17.5 | | | 17.5 |
| Question 6 = 12.5 | 7.5 | 5 | |
| Question 7 = 15 | 15 | | |
| Total Weighting = 100 | 45 | 20 | 35 |
| Table 1 | | | |

| 81-100 | Aggressive |
|---|---|
| 61-80 | Moderately aggressive |
| 41-60 | Moderate |
| 21-40 | Conservative |
| 0-20 | Defensive |
| Table 2 | |

The user, through the use of a client device 120 executing viewer software 118,

interacts with the investor profile tool 104 and advanced asset allocation tool 106 to create

profiles and generate suggested asset allocations. Based on suggested assets allocations returned

by the tools, 104 and 106, the user may create one or more actual portfolios 114 through the use

of the portfolio construction tool 108. The portfolio construction tool 108 provides a user with

tools to create an actual portfolio 114. The tool may be used to create a new portfolio, a portfolio

that contains outside holdings, or a watch list (explained herein).

The portfolio construction tool 106 presents a graphical representation of the

portfolio 114 as the user builds it, e.g., a pie chart delimited by asset type. The user selects an

asset class section (e.g., fixed income, equity, cash, etc.) of the portfolio 114, which generates a

drop down menu or other graphical selection tool providing investment choices. For example,

stocks and mutual funds are presented in alphabetical order. Financial assets may also be

presented by sector, such as technology, durables, utilities, etc. Individual entries may be further

5      marked with icons to identify buy, sell, or hold recommendations. Sub-menus are also presented

for navigating through financial assets by price, P/E ratio, earnings per share (EPS), market

capitalization, risk factors, relative strength, etc. Finally, the portfolio construction tool 108 is

operative to retrieve detailed research on any financial asset selected by retrieving it from an

affiliated financial institution 122.

10               Using the tool 108, users can purchase the financial assets selected through the

interface provided. The system generates electronic trade tickets that are placed in an electronic

"order basket" (not pictured) that is a temporary data structure to hold unexecuted tickets before

execution. An instruction to execute an order ticket transfers the ticket to the affiliated financial

institution 122 for processing. Upon execution of the order by the affiliated financial institution

15      122, order confirmation data is routed back to the system 102 across the network 116. The

portfolio construction tool 108 receives the order execution confirmation, which causes the

graphical and textual representations of the portfolio to be modified, as well as the data in the

user's portfolio data structure 114.

The portfolio creation tool 108 also provides for "one click" portfolio

20      diversification, allowing a portfolio to be populated with recommended financial assets in a

single action. The tool 108 considers suitability, compliance and business risk management

parameters when generating the one click diversification. Detailed listings of the funds included

in the diversification appear on the client device 118. Each risk category identified by the system 102 is associated with a set of financial assets that are included in the pre-population.

The one click diversification process enables a user to submit multiple orders simultaneously, thereby allowing for quick and effortless submission of orders across different

5    asset class types. If a user chooses the one click option presented by the tool 108, he or she is prompted to enter a dollar amount that is proportionally distributed among the recommended assets. As is explained in greater detail herein, the transaction handling processes are activated. According to some embodiments, these sets of assets are reviewed and updated periodically, either by the system 102 or an administrator to ensure the assets included in the diversification

10   are consistent with the risk level that they are associated with.

The final tool used to integrate a user's financial needs and goals is the portfolio management and monitoring tool 110. This tool 110 allows a user to manage their portfolio and preferably compare it to the suggested asset allocation provided by the system 102, specifically, by the investor profile tool 104 and advance asset allocation tool 106. Users may monitor the

15   value of their overall portfolio, as well as the value of individual assets within each portfolio they have created. According to some embodiments of the invention, the suggested portfolio generated by the investor profile and asset allocation tools is presented in conjunction with the user's actual portfolio to serve as a "benchmark" to gauge portfolio performance against suggestions provided by the system.

20   Financial assets are bought or sold by supplying a ticker symbol or other accepted financial identifier to the tool 110, as well as a purchase or sale amount. The tool 110 validates these values before the transaction is routed to an affiliated financial institution 122. Upon confirmation of the execution of the order, the tool 110 updates the user's portfolio 114, which is